

# NUDGE MY TOUR

DEVELOPING TRAINING TOOLS FOR THE APPLICATION OF BEHAVIORAL SCIENCES  
TO BETTER MANAGE TOURISM FLOWS



Programme  
Erasmus+



Period  
11.2021 → 12.2023



Budget  
298 045 €

## The project

Nudge My Tour project aims to promote the application of **behavioral sciences to better manage tourism flows**, to prevent overcrowding and other negative impacts on the heritage.

As such, the project will develop and test **training and awareness raising tools** for tourism planning, promotion and management professionals.

## Project goals

- Develop and test training and awareness tools for the application of behavioral sciences to tourism flows management.
- Build a community of professionals and experts in tourism and behavioral sciences.
- Identify and share examples of nudges and other behavioral science-based measures applied to tourism.

## AVITEM's role

- As the lead partner: coordinate all activities, including communication and dissemination.
- Contribute to the development of training tools.
- Participate in the identification of nudges and other behavioral science-based measures.

## PARTNERS

### FRANCE

- o Agence des Villes et Territoires Méditerranéens durables : AViTeM (Lead partner)
- o Centre National de la Fonction Publique Territoriale (CNFPT)

### ITALIA

- o Università degli studi di Padova
- o Università di Bologna – Center for Advanced Studies in Tourism

### SPAIN

- o Universitat de Girona

### CROATIA

- o Institut za Turizam

### DENMARK

- o iNudgeyou

Access project site  
[nudgemytour.com](http://nudgemytour.com)



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